



**TOURISM INFRASTRUCTURE INVESTMENT PROGRAM
APPLICATION
2013**

Applicant/Sponsor_____

Sponsor's Chief Official _____

Title_____ Phone_____

Address_____

City_____ State_____ Zip_____

Contact Name_____ Title_____

Address_____

City_____ State_____ Zip_____

Business Phone _____ Fax # _____

Email: _____

Federal Identification Number _____

Name of Project _____

Amount of TIIP Grant Funds requested _____

Date you will begin grant portion of the project (month/year)_____

Date you will complete the work on the grant portion of the project (month/year)_____

General Instructions:

DEADLINE: Completed Applications must be received at the Montana Office of Tourism, Department of Commerce, 301 South Park Avenue (Mail: Box 200533), Helena, MT 59620-0533 by 5:00 P.M. THURSDAY, AUGUST 1, 2013. Late or Incomplete Applications will not be considered.

SUBMIT 9 COMPLETE COPIES OF YOUR PROPOSAL INCLUDING ATTACHED LETTERS OF SUPPORT.

Complete the front page of the application as it appears.

Complete all four sections of the application and certification page. The 4 sections are: I – Project Description & Operating Plans, II – Financial Profile , III – Project Compatibility and Appeal, IV – Need for Project. Proposals must be prepared and presented in a professional manner.

Number and letter your responses to correspond with the number and letter of the application section and question you are responding to. Applications not following this format will receive lower scores and may be disqualified.

Responses should be comprehensive, but concise, thorough and limited to no more than 2 type-written pages per each of the 4 sections. Smallest Font Size Accepted is 12.

The applicant must respond to all questions as asked. Failure to respond to a question will eliminate the application from further consideration.

The minimum grant available through this program is \$20,000. The maximum grant is the available grant pool. Check with the Montana Office of Tourism if you are not aware what the grant pool amount is. TIIP Grant Program information is available at www.travelmontana.mt.gov/forms/ or by contacting Victor A. Bjornberg, Montana Office of Tourism, (406-841-2795, vbjornberg@mt.gov)

Completed application forms are to be returned to:

Victor A. Bjornberg
Montana Office of Tourism
301 South Park Avenue
(Mail: PO Box 200533)
Helena, MT 59620-0533

Some Montana information sources that may be helpful in completing your application are listed on Page 7.

Selection Criteria: (A maximum of 500 points to be awarded for the application's sections I-IV) **LATE or INCOMPLETE applications will not be considered.**

I. Project Description & Operating Plans (150 total points for this section)

A) Project Description and Compliance with Purposes of TIIP Grant

- 1) Provide a clear, concise description of your project. Be sure to include project location, project sponsor, facility owner (if different than sponsor), what TIIP and required hard match funds will be used for (\$1 hard match for every \$2 in TIIP Grant Funds requested/awarded). You may include project description documents such as architectural drawings as an addendum to the application.
- 2) Explain how the project serves the purpose of TIIP Grants which is to strengthen Montana as a tourism destination along with encouraging Montana visitors to stay longer and to spend more money in Montana's communities. Please provide any supporting data, research or documentation you have in your narrative or as an addendum to the application.

B) Provide budget and timeline details requested by B1-B6. (Sample response on next page)

- 1) A development and implementation timeline for your project and the investment of TIIP Grant Funds in it.
- 2) A budget for the entire project, specifically identifying the amount of TIIP funds to be used for each phase of your project.
- 3) A budget of all other funds for the entire project, specifically identifying the amounts to be used for each phase of the project.
- 4) Budget totals.

Example of one way to complete questions B1-B4

<u>B1</u> <u>Timeline</u>	<u>Task</u>	<u>B2</u> <u>TIIP \$</u>	<u>B3</u> <u>Other \$</u>	<u>B4</u> <u>Total</u>
14 Jan-Feb	Phase I Architectural fees & inspections, install new wiring to code, install 6" ceiling insulation	\$12,000	\$9,400	\$21,400
14 Mar-May	Phase II Roofing, raise and install door on south wall	\$3,400	\$18,000	\$21,400
14 Jun-Aug	Phase III Install Tract Lighting, Install new carpet and floor coverings, Complete design and construction of displays	\$66,700	\$33,300	\$99,000
Project Total		\$82,100	\$60,700	\$141,800

- 5) Provide an operating budget (income and expenses report, Profit & Loss Statement or other pertinent document) for the facility (staffing, maintenance, utilities, supplies, insurance, marketing, etc) Provide detail about any changes in future operation and maintenance costs for the facility after the project is complete and how those costs will be covered.
- 6) Describe the marketing strategies used to promote the facility and its visitor services/experiences and how the marketing is financed. Provide specific details of the types of media used, target markets (geographic, demographic), and any marketing partnerships or cooperative marketing efforts involved.

II. Financial Profile (100 total points for this section)

- A) Proof that the project sponsor has current IRS non-profit status or that the sponsor is operating under the non-profit status of a city, county or Montana Indian tribe.
- B) Provide a detailed explanation of how the project sponsor will be financially involved in the project; the sponsor's role in fundraising for the project, administration of the project, and in the ongoing operations and maintenance of the attraction or facility once the project is completed.
- C) Sources of Funding: In the form below **list only funding sources that are secured for this project at the time of application. DO NOT** include funding sources that **ARE NOT SECURED** by the Aug. TIIP Application deadline:

Total Project Cost \$ _____

Local Share (Hard Match Funding)

Government Appropriations \$ _____ %
i.e. City, County, CTEP Funds; Fish, Wildlife & Parks; etc

Bonds (Public/Private) \$ _____ %

Tax Levies (City, County) \$ _____ %

Cash Donations \$ _____ %

Foundation/Business Investment \$ _____ %

Other Grants (Identify Source, Amount, Date Awarded)

\$ _____ %

Other (Identify Source, Amt) \$ _____ %

Subtotal of Local Share \$ _____ %

TIIP Grant Request \$ _____ %

D) If you receive full TIIP Grant Funding, how much money will you still need to raise to fully finance your project? Explain how you will raise these funds?

\$ _____ %

E) If you only receive partial TIIP funding, how would this affect the project?

III. Project Compatibility & Appeal (100 total points for this section)

A) Provide the following facility operation and visitation information for the current or most recent year and for after completion of the project, if any change is expected.

	Current	After Project
Season of Operation		
Hours of Operation		
Annual Visitation		
Annual Non-MT Resident Visitation		

- B) Describe how the project provides broad, long term tourism appeal.
- C) Describe how this project is compatible with and enhances other existing or planned tourism development and marketing efforts in your community.

IV. Need for Project (150 total points for this section)

- A) Describe the economic benefit the project will provide for the local area, region and state (jobs created, payroll generated, increased tax base, construction materials purchased locally, more visitors attracted or stay longer, more visitor spending, etc.). You may provide supporting data as an addendum to the application.
- B) Describe what social benefit, “quality of life,” the proposed project will have on the local area, region, and state (values, life-styles, traditions, cultural heritage, psychological well-being, shifts in economic and political power structure and balance of community, etc.).
- C) A description of how the proposed project fits into the goals of local and/or regional tourism development plans and the goals of the Montana Tourism & Recreation Strategic Plan 2013-2017 (For a copy of the statewide goals, contact MT Office of Tourism, vbjornberg@mt.gov, 406-841-2795).
- D) Letters of support from local and regional business, community, civic, and other stakeholders expressing support and commitment for the development of the proposed project. **These letters of support must be current and specific to the TIIP application being submitted. These letters of support must be submitted with your application and NOT sent directly to the Montana Office of Tourism.** No Form Letters, please.

Information Sources that may be helpful in developing responses to the TIIP Grant Application Questions:

Visitor Profiles, Visitation Numbers, Visitor Spending and Economic Benefit of Tourism Reports:

- Institute for Tourism & Recreation Research, <http://www.itrr.umt.edu/> (University of Montana)
 - Niche News:
 - Nonresident Studies
 - Resident Studies
 - Specialized Studies
 - ITRR Reports:
 - By Geographic Location
 - MT Tourism Economics:
 - Expenditures & Visitation
 - Customize Your Report (Build Your Own Report Tool)

MT Census and Economic Information:

- MT Census and Economic Information Center, <http://ceic.mt.gov/MTFacts.asp> (MT Department of Commerce, Business Resources Division), Montana Facts

State, Regional, Local Marketing Information & Partners:

- MT Office of Tourism (MTOT, MT Department of Commerce), <http://travelmontana.mt.gov>
 - Marketing Plan Page: State, Region and Convention and Visitor Bureau Marketing Plans
 - News and Updates Page:
 - MT Tourism Industry Highlights
 - MTOT Updates
 - MTOT Applications, Regulations and Forms (No & Low Cost Marketing, Tourism-Related Technical & Financial Assistance)
 - MT Brand Initiative
 - MT Lodging Tax Revenues by state, region, county, city
 - Research Page: Marketing and Economic Research from various sources

CERTIFICATION

On behalf of the organization identified on this application, I certify that the submitted application meets all the eligibility requirements for the Tourism Infrastructure Investment Program (TIIP).

I understand that that no funds will be awarded to a project prior to written approval by the Montana Office of Tourism, Montana Department of Commerce.

The applicant hereby certifies:

- A. That the applicant will comply with all applicable laws and regulations prohibiting discrimination on the basis of race, sex, religion, national origin, age, or handicap.
- B. The applicant is aware the Department must comply with certain state requirements which may impact proposed projects. Department funded projects must comply with all federal, state and community licenses, permits, laws and regulations.
- C. To the best of my knowledge and belief the information contained in this application is true and correct and the documentation has been duly authorized by the governing body of the applicant.

Signature (required)

Name (printed)

Title

Date